

Message Text

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PAGE 01 LYON 00015 062236Z

14

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 USIA-15 /035 W

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R 061720Z FEB 76

FM AMCONSUL LYON

TO SECSTATE WASHDC 852

USDOC WASHDC

INFO AMEMBASSY PARIS

AMCONSUL BORDEAUX

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS LYON 0015

E.O. 11652 N/A

TAGS: BEXP,

SUBJECT: HOTEL, RESTAURANT AND CATERING EQUIPMENT SHOW, OFFSITE
LYON FEBRUARY 3 TO 5 1976

THE LYON OFFSITE US TRADE CENTER EXHIBITION OF HOTEL, RESTAURANT
AND INSTITUTIONAL CATERING EQUIPMENT WAS VERY SUCCESSFUL AND
HIGHLY APPRECIATED BY IXHIBITORS AND VISITORS ALIKE. LYON SALES
AND PROJECTIONS EXCEED 1.3 MILLION DOLLARS, NOT COUNTING INTER-
NATIONAL

SPICE INC WHOSE FINAL LYON FIGURES NOT YET AVAILABLE, BUT WHOSE
PARIS RESULTS WHERE OUTSTANDING.

OF NINETEEN US FIRMS EXHIBITING IN LYON, FOURTEEN FULLY MET
OBJECTIVES OND FIVE PARTIALLY. NONE WERE DISSATISFIED. A STRONG
PROMOTION CAMPAIGN CARRIED OUT JOINTLY BY PARIS TRADE CENTER,
EMBASSY AND LYON CONSULATE GENERAL STAFF RESULTED IN AN EXCELLENT
ATTENDANCE OF 402 VISITORS. A HIGH PROPORTION OF LEADING HOTEL
AND RESTAURANT OPERATORS AND MANY KEY INSTITUTION EXECUTIVES
REGISTERED.

THANKS TO STRONG USIS SUPPORT, THE SHOW RECEIVED BROAD PRESS
AND TELEVISION COVERAGE THROUGHOUT THE REGION, UNDOUBTEDLY
BOOSTING ATTENDANCE.

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MINISTER GAMMON AND COMMERCIAL COUNSELOR BLODGETT ATTENDED THE OPENING DAY RECEPTION AND PRAISED THE EXCELLENT SHOW ARRANGEMENTS AND ORGANIZATION. MINISTER GAMMON RECOMMENDED THAT THE NUMBER OF OFFSITE TRADE PCENTER EXHIBITIONS HELD IN IMPORTANT FRENCH INDUSTRIAL REGIONS BE INCREASED TO FOUR PER YEAR. THE LYON CONSULATE GENERAL SERVING THE LARGEST AND FASTEST DEVELOPING ECONOMIC REGION WOULD BE PLEASED TO SUPPORT AT LEAST TWO SUCH EVENTS ANUALLY.

A FULL AFTER SHOW REPORT ON BOTH LYON AND PARIS EVENTS WILL BE SUBMITTED BY THE PARIS TRADE CENTER. VERSCHUUR

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